

**SUBTITLING STRATEGY OF THE ENGLISH INDONESIAN *IN A WALK
TO REMEMBER* MOVIE BY ADAM SHANKMAN**



**Submitted as Partial Fulfillment of the Requirements for Getting Bachelor Degree of
Education in English Department**

by:

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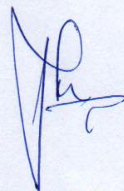
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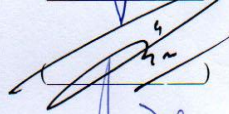
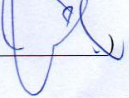
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SUBTITLING STRATEGY OF THE ENGLISH INDONESIAN IN A WALK TO REMEMBER MOVIE BY ADAM SHANKMAN

ABSTRACT

This research focuses on subtitling strategies used in *A Walk To Remember* movie by Adam Shankman. This research is descriptive qualitative research. The objectives of this study are: (1) to identify the subtitling strategies used by the subtitler in *Walk To Remember* movie by Adam Shankman, and (2) to describe the quality of subtitling strategies of the movie. The data are analyzed based on the theories of subtitling strategies and subtitling quality. The data are utterances or sentences contains of subtitling strategies in *A Walk To Remember* movie. The method of collecting data, the researcher uses documentation and interviewing study. The data source is the subtitle of *A Walk To Remember* movie by Adam Shankman. The results of this research show that there are 935 data. The researcher finds seven strategies are: (1) 666 data to transfer, (2) 1 data to expansion, (3) 60 data to paraphrase, (4) 5 data to condensation, (5) 132 data to imitation strategy, (6) 29 data to transcription strategy, (7) 42 data to deletion strategy. There is no dislocation, decimation, and resignation strategy. There are three aspects for good quality that subtitling should fulfill: accuracy, acceptability, and readability: (1) 225 data or 50 % accurately, (2) 198 data or 40 % less accurately, (3) 27 data or 6 % inaccurately, (4) 242 data or 50 % acceptability, (5) 202 data or 42 % less acceptability, (6) 40 data or 8 % unacceptability, (7) 176 data or 50 % high readability level, (8) 106 data or 30 % moderate readability level, and (9) 70 data or 20 % low readability level.

Keywords: *movie, subtitling strategy, subtitling quality.*

ABSTRAK

Penelitian ini focus pada strategi subtitle yang digunakan pada subtitle film *A Walk To Remember* yang diterjemahkan oleh Adam Shankman. Penelitian ini adalah diskriptif kualitatif. Tujuan penelitian ini ialah untuk mengidentifikasi strategi subtitle dan untuk mendeskripsikan kualitas terjemahan yang ada di film tersebut. Sumber data dalam penelitian ini adalah dokumentasi subtitle film *A Walk To Remember* dalam bahasa Inggris dan bahasa Indonesia. Data dari penelitian ini berupa ungkapan atau kalimat yang mengandung strategi subtitle di film *A Walk To Remember*. Metode pengumpulan data untuk penelitian ini, penulis menggunakan dokumentasi dan wawancara. Hasil penelitian ini terdapat 7 strategi subtitle. Diantaranya strategi transfer 666 data, strategi expansion 1 data, strategi paraphrase 60 data, strategi condensation 5 data, strategi imitation 132 data, strategi transcription 29 data, dan strategi deletion 42 data. Tidak ada strategi dislocation, decimation, and resignation. Ada 3 aspek untuk kualitas terjemahan yang baik yaitu akurat, berterima, dan keterbacaan. 225 kalimat atau 50% data akurat, 198 kalimat atau 40% data kurang akurat, dan 27 kalimat atau 6% data tidak akurat. 242 kalimat atau 50% data diterima, 202 kalimat atau 42% data kurang diterima, dan 40 kalimat atau 8% data tidak berterima. 176 kalimat atau 50% data keterbacaan level paling tinggi, 106 kalimat atau 30% data keterbacaan levelnya sedang, dan 70 kalimat atau 20% data termasuk level tidak terbaca.

Kata kunci: *film, strategi terjemahan, kualitas terjemahan.*

1. INTRODUCTION

As Catford (1965:20) defines that “Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”. Translation is an activity to translate source language to get meaning into target language. According to Catford (1965:73) “translation shift is a process to translate from SL to the TL”. From the explanation above the writer concludes that when we will to translate a message, we should be enactive that the meaning is true from SL to TL not consist different meaning. In the process to translate, we certainly have a translation problem. So, a translator must have a solution of these problems. Translator is a person who interprets spoken or written text to get message or information from original language to different language with adding or changing the text.

Translation is not easy to do. When we want to translate a message or text, the translator must know what the strategy to use. The translator not only transfers the meaning from the original language but also the translator should establish the equivalent of translation from English to Indonesian language. Catford (1965:52) states that “Translation equivalence occurs when SL and TL item are relatable to the same feature of substance.”

Subtitling is to transfer the dialogue or a conversation from the movie of the source language into target language with condition that the message is in that dialogue. One of way to translate the movie is with the subtitling activity. Subtitling is an activity to found the meaning or idea from the original language to target language of conversations or written text without changing the original dialogues in the movie use strategy. Strategy it's mean that the technique to use the translator to find the message or meaning from the source language into target language.

Translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). (Catford in Machali, 2000:5). From this movie, the researcher finds the interesting

case from subtitling strategies especially for transfer strategy. The example:

Source Language: You know I don't dance.

Target Language: ***Kau tau aku tidak bisa berdansa.***

The subtitler used transfer strategy to translate the utterance from the source language and target language. It can be seen the words ***you know I don't dance*** in the source language is translated into the target language ***kau tau aku tidak bisa berdansa***. The subtitler used transfer strategy to translate it because the translator does not find an addition or deletion of some word from the source language into the target language. The subtitler just translated the source language literally and also there is similar meaning from both of them.

The aims of this study are to identify the subtitling strategies and to describe the subtitling quality found in *A Walk To Remember* movie. In this research, the researcher finds the previous study which have some similar to this research. First, research by The first study of research by Akbar (UMS, 2016) entitled “*An Analysis of Subtitling Strategy Used in The Revenant Movie (2015)*”. This research focuses in analyzing the subtitling strategy in the *Revenant*. This research used the theory based on Gottlieb about subtitling strategy and Nababan about translation quality. The aims of this study are: to identify the subtitling strategy in *The Revenant* Movie (2015), to describe the translation quality in *The Revenant* Movie (2015). The object of this study is script *The Revenant* Movie (2015). In collecting data, the writer makes an interview. Triangulation uses to prove the validity of data where data source is from movie and informant.

The result are 834 data use subtitling strategy in *The Revenant* Movie (2015) script. There are paraphrase 11,27%, Transfer 64,39%, Imitation 14,27%, Condensation 6,83%, Deletion 0,36%, Resignation 0,12%, and Transcription 0,12%. The most strategy that uses in analyzing

The Revenant Movie is transfer, because the subtitler makes the subtitling easier to understand.

Second, research is found in the article entitled “*Subtitling Strategies in Real Steel Movie*” by Basari. His research in 2013 and his objective is to found out the subtitle strategies found in every scene of the movie that has been translated in Real Steel Movie through English subtitles into Indonesian subtitles, then classify them into ten subtitling strategies. The method of the research used descriptive qualitative.

The result of this research that not subtitling strategies are using such as dislocation, condensation, decimation, and resignation. There are only six strategies out of ten strategies applied by the translator in translating subtitle in the Real Steel movie. The results shows that there are 12 (19,35%) utterances of Expansion strategy. 11 (17,74%) utterances of Paraphrase strategy. 10 (16,12%) utterances of Transfer strategy. 10 (16,12%) utterances of Imitation strategy. 1 (1, 61%) utterances of Transcription strategy, and 18 (29,03%) utterance of deletion strategy.

Third, research by Farisi (UMS, 2012) *Subtitling Strategy and Accuracy of Elements within Direct Speech of Subtitling in Ice Age: Down of Dinosaurus Movie*. The purposes of this research are to describe the strategies of subtitling in Ice Age: Down of the Dinosaurus Movie and to describe the accuracy of those elements within direct speech subtitling. The data are written expression consisting of expression strategies and deletion strategies used in the subtitling resulting Ice Age: Down of the Dinosaurus Movie. The method of this research used descriptive qualitative.

The results of this research show that (1) the expansion strategies in subtitling are implemented by filing out elliptical expression obligatory specification, and doublets. The strategy which is mostly used in expansion strategies is doublets, the deletion strategies in subtitling are implemented by repetition, formulae, and categories. The strategy is

mostly used in deletion strategies is formulae and (2) the accuracy of those direct speech in subtitling.

There are similarities and differences research of the previous studies above with the research. The differences are located on object of analyzing. The object of analyzing is used by Basari is type the subtitling strategies in *Real Steel* movie. The results show that there are 12 (19,35%) utterances of Expansion strategy. 11 (17,74%) utterances of Paraphrase strategy. 10 (16,12%) utterances of Transfer strategy. 10 (16,12%) utterances of Imitation strategy. 1 (1, 61%) utterances of Transcription strategy, and 18 (29,03%) utterance of deletion strategy.

Subtitling strategies as the limitation of the study just focuses on Henrik Gottlieb (in Ghaemi and Benyamin 2010:42) translation strategies for subtitling films. There are ten strategies, such as: (1) Expansion used when the original text requires an explanation because of some cultural nuance not retrievable in the target language. (2) Paraphrase is resorted to in cases where the phonology of the original cannot be reconstructed in the same syntactic way in the target language. (3) Transfer refers to the strategy of translating the source text completely and accurately. (4) Imitation strategies are done by rewriting the source text into target text. Usually this strategy is done in translating the name of person or the name of place. (5) Transcription is used in those cases where a term is unusual even in the source text, for example: the use of third language by or nonsense language. (6) Condensation strategy is done by shortening the source text. In this strategy the translator eliminates unimportant utterance. (7) Decimation is an extreme condensation. This strategy is usually used in translating the actors' conversation or utterance when they have a quarrel especially when they speak loudly and with fast speed. (8) Deletion strategy means some of source texts are deleted because the translator believes that those parts are not important. (9) A dislocation strategy is used to translate the rude or taboo words in order to be acceptable in target

language. (10) Resignation is done when there is no any solution in transferring the messages from SL into TL.

Based on explanation above, the researcher is interested in identifying the subtitling strategies and writes it as a study entitled subtitling strategies of the English Indonesian in *A Walk To Remember* movie by Adam Shankman.

2. RESEARCH METHOD

The researcher uses qualitative research to investigate the problem. The purpose in this study to identify the subtitling strategies found in *A Walk To Remember* movie. The object of this research is *A Walk To Remember* movie script. The researcher uses documentation and interviewing method as the processing of technique of collecting data. The researcher identifies the subtitling strategies by Gottlieb's theory. The method of analyzing data, the writer takes some steps are: reading *A Walk To Remember* movie subtitle by comparing the original form and the translation one. Classifying and categorizing the types of subtitling strategies based on ten classifications proposed by Gottlieb (1992:161-170, drawing conclusion and suggestion based on the data analysis of the subtitling strategies found in *A Walk to Remember*.

3. FINDINGS AND DISCUSSION

In this part, the writer describes of research findings and discussion of subtitling strategies of *A walk To Remember* movie by Adam Shankman.

3.1 Research Finding

After analyzing data by using Gottlieb's classification of subtitling strategies, the researcher finds 935 data which used in *A Walk To Remember* movie.

3.1.1 The Subtitling Strategies Used in the Subtitling of *A Walk to Remember* movie by Adam Shankman.

In this research, the writer is focused on the subtitling strategies used in *A Walk To Remember* movie. This research, the writer found seven strategies of subtitling from ten types there are transfer,

transcription, condensation, imitation, deletion, explanation, and paraphrase.

- a. Transfer is strategy where the original text interpreted in accordance with the truth meaning without changing or adding some words.

020/AWTR/SL/TL

Source Language: *Like yourself.*

Target Language: *Seperti dirimu.*

In this part, the subtitler uses transfer strategy because in the sentence there is no addition or deletion. The translator translated the conversation correctly and accurate. In the source language, the sentence *like your self* translated into *seperti dirimu* was very similar with the truth meaning. So, from the explanation above the writer classify this data into transfer strategy.

0223/AWTR/SL/TL

Source Language: *okay, I'll see you tomorrow.*

Target Language: *ok. Aku akan menemuimu besok.*

The second example of these data also included in the transfer strategy. The translator translates the conversation *okay, I'll see you tomorrow* who were translated **aku akan menemuimu besok** and the original text have the meaning of with the target of language. Transfer strategy was used in this research because all utterances in this data were translated.

- b. Imitation

Imitation strategy is strategy used the writer to mention the name of people and the place.

025/AWTR/SL/TL

Source Language: *Hey, nice shirt Opie*

Target Language: *Hei, baju yang bagus, Opie*

Here the subtitler used imitation strategy because the conversation shows the name of the people in the movie, as follow

Opie. So, there is no change in the sense of the original text to target of language.

Sample Data 2

0448/AWTR/SL/TL

Source Language: *But then there's his British list and his European list.*

Target Language: **Tapi, masih ada daftar buku terbitan Inggris dan daftar yang beredar di Eropa.**

In addition to the imitation strategy used to mention the name of people, imitation strategy also used to mention the name of place. In this sentence *but then there's his British list and his European list* the translator translates into **tapi, masih ada daftar buku terbitan Inggris dan daftar yang beredar di Eropa** appropriate with the original text.

c. Paraphrase

Paraphrase strategy is strategy used to explain again with different languages without changing the meaning of the truth.

068/AWTR/SL/TL

Source Language: *It can't about you. It has to be for the common good.*

Target Language: **Dan bantuan ini bukan untukmu. Ini demi kebaikan bersama.**

In this scene, the translator used the strategy to explain the meaning of the conversation. Because if the conversation described in literary, the language is actually makes the reader will be difficult to understand the message in the conversation.

Sample Data 2

0330/AWTR/SL/TL

Source Language: *nature's miracles. I get it.*

Target Language: **keajaiban alam. Aku mengerti.**

The paraphrase strategy is used to translate the source language *nature's miracles. I get it* into target language keajaiban alam. Aku mengerti. Sentence of *I get it* as source language cannot translate in target language, *get* mean that mendapatkan or memperoleh but in this case *get* to translated mengerti.

d. Deletion

Deletion strategy is strategy used to remove or reduce the word that is not considered important or cannot be translated.

0695/AWTR/SL/TL

Source Language: *Then stop acting childish.*

Target Language: Berhentilah bersikap kekanak-kanakan.

The dialogue above used deletion strategy. It can see the sentence of “**then stop acting childish**” to translate into “berhentilah bersikap kekanak-kanakan.” The word of “then” in this sentence removed because in the meaning that are not mentioned.

0120/AWTR/SL/TL

Source Language: *For pay? For the inner satisfaction it brings*

Target Language: Untuk menebusnya? Sebagai kepuasan dari dalam.

The translator used deletion strategy to delete **it brings** from source language into target language. “*For pay? For the inner satisfaction it brings*” translated into the target language “**untuk menebusnya? Sebagai kepuasan dari dalam.**” It brings not translated by the subtitler because the phrase is not necessary to translated in the utterances.

e. Transcription

Transcription strategy used to meaning the word that is not important or third language.

045/AWTR/SL/TL

Source Language: *Yeah! Shit, yeah!*

Target Language: Ya! Sial!

In this data the writer used transcription strategy to translate the conversation. It can be seen from an example of a sentence mentioned *Yeah! Shit, yeah!* was not translated into target language or the third language.

Sample Data 2

0742/AWTR/SL/TL

Source Language: *“Examine a moon rock.”*

Target Language: *“Sebuah keinginan”.*

The other example of transcription strategy can be seen in the sentence of *Examine a moon rock* which cannot translate into target language. The writer tried to explain the meaning of the other sentence to get information in language more easily.

f. Condensation

Condensation strategy is strategy used by the translator to make the meaning shorter.

0171/AWTR/SL/TL

Source Language: *That would be a no*

Target Language: *Mungkin tidak*

In this data the subtitler used condensation strategy because the sentence of *that would be a no* was translated the meaning was the different with the SL. So, the author shortens the message to eliminate “*that*”. Finally, writer interprets the sentence *that would be a no* translated into *mungkin tidak* to make the reader easily to understand.

0551/AWTR/SL/TL

Source Language: *You stay out of this!*

Target Language: *Kamu diamlah*

The sentence of *you stay out of this!* was translated into word-to-word the meaning of the sentence was not same with the target language. If the sentence translated word-to-word will be *kamu keluar dari sini!* But this meaning doesn't same with the scene in this movie.

So, the writer changes the meaning to make the reader easily to get information about the message.

g. Expansion

Expansion strategy used to the sentence that require an explanation.

040/AWTR/SL/TL

Source Language: *It's cake man. Hell I'm jumping with you.*

Target Language: *Ini gampang. Aku ikut melompat denganmu.*

This example include of expansion strategy. In the source language, can be seen from the sentence *It's cake man. Hell I'm jumping with you* how to do the actor tried to give the confidence with the explanation to his friend to jump with him.

3.1.2 The Subtitling Quality of *A Walk to Remember* Movie by Adam Shankman

In this research, the writer wants to describe the quality in *A Walk To Remember* movie and it subtitle.

1) Accuracy

Accuracy is instrument used the translator to evaluate text in translation of the original language and target language prove the text right or not.

a. Accurate

The meaning source language accurately transferred into the target language without changing or adding some words.

016/AWTR/SL/TL

Source Language: *You know I don't dance.*

Target Language: *Kamu tahu aku tidak bisa berdansa.*

The example above that writer was translated the sentence from SL into the TL with accurate. The sentence *You know I don't dance* which was translated into *Kamu tahu aku tidak bisa berdansa* the writer translated the dialogue contextually. So, the

purpose of sentence is to make the reader understand about what the topic delivered by the actors.

b. Less Accurate

There are a few words that are not appropriate meaning with the target language, and the writer tried to translate in other meaning to make the reader understand with the message.

017/AWTR/SL/TL

Source Language: *It's true. I've seen him bust move. It ain't pretty.*

Target Language: **Itu benar. Aku melihatnya tak bisa bergerak. Sama sekali tak bisa.**

From example above the writer classify that the data include in less accuracy. The message not seems with the target language if the sentence translates word one word. It could be seen that the sentence *It's true. I've seen him bust move. It ain't pretty* been meant *Itu benar. Aku melihatnya tak bisa bergerak. Sama sekali tak bisa*. The writer tried to translate in other meaning to make the reader easier to understand and readable.

c. Inaccurate

That makes the reader difficult to understand the message that will be presented.

059/AWTR/SL/TL

Source Language: *Dean, what the hell?*

Target Language: **Dean, ada apa?**

The sentence of *Dean, what the hell?* Was translated into *Dean, ada apa?*. It means that the message in the source language was inaccurately to translated in the target language. So, the writer changes the meaning of the truth to the meaning of the more familiar, so that the reader is not confused.

2) Acceptability

Acceptance very important in translation because if a translation is accurate then the message that will be easy to understand by the reader, if the source language is hard accepted the translations will be rejected by the target audience of the target language.

a. Acceptable

024/AWTR/SL/TL

Source Language: *I can't wait to see you fly!*

Target Language: **Aku tak sabar melihatmu terbang!**

From the data above the writer concludes that the data is acceptable, because the sentence in the source language can be translated into target language. It could be seen that the sentence of *I can't wait to see you fly!* was translated into *Aku tak sabar melihatmu terbang!* The subtitler translated the dialogue contextually. So, the reader understands the message to say by the actor in this scene.

b. Less Acceptable

074/AWTR/SL/TL

Source Language: *You guys, just take him!*

Target Language: **Kalian, bantu dia!**

In the sentence of *You guys, just take him!* Was translated into *Kalian, bantu dia!* This means that there are some of the sentences not appropriate or less acceptable. So, the writer trying to change the meaning of that message to be delivered can be accepted the reader.

c. Unacceptable

058/AWTR/SL/TL

Source Language: *What the hell?*

Target Language: **Apa yang terjadi?**

In the sentence of *what the hell?* The writer no translated in the truth meaning because the sentence include in the third language or nonsense.

3). Readability

Readability is the last context from some of the context that has been described above. Readability could be said to be a concern translator is not only in the source language but also in the target language.

a. High Readability level

062/AWTR/SL/TL

Source Language: *I told you it was a bad idea!*

Target Language: Sudah kubilang ini ide yang buruk!

In the sentence of *I told you it was a bad idea!* which was translated into *Sudah kubilang ini ide yang buruk!*. It mean that to explained that the sentence is to high readability level and make the reader more easy to catch the meaning of the sentence.

b. Moderate readability level

092/AWTR/SL/TL

Source Language: *This has gotta stop between you two. You can't do that. You need a father.*

Target Language: Kalian harus menghentikan ini. Kau tak bisa begitu. Dia papamu.

In the sentence of *This has gotta stop between you two. You can't do that. You need a father* was translated into *Kalian harus menghentikan ini. Kau tak bisa begitu. Dia papamu*. It mean that the message in the source language is rather difficult to translate, so the writer should translated the sentences into other words that does not cause misunderstanding message.

c. Low readability level

084/AWTR/SL/TL

Source Language: *Damn it!*

Target Language: -

The sentence not translated into target language because the sentence can be classified as the third language or not important.

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